

Intentional Direct Mail | ROI Study

“We had 22 sales come from our campaign. 19 of those clients purchased equipment, 3 were calls for service. One of the sales was for \$10,000 in new equipment!”

Kim Simmons, Gene's Refrigeration



Gene's Refrigeration • Cleveland, OH

86%

of the sales attributed to this Intentional Direct Mail campaign were for new equipment

18:1 ROI

For every \$1 spent on Intentional Direct Mail they've earned \$18

**INTENTIONAL
DIRECTMAIL™**
INTENT-BASED MARKETING